

Message Text

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P 191749Z SEP 77
FM SECSTATE WASHDC
TO AMEMBASSY MOSCOW PRIORITY

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E.O. 11652: N/A

TAGS: EEWT, UR

SUBJECT: SEMINAR ON PROMOTING TRADE IN U.S. AND U.S.S.R.

REF: A) MOSCOW'S 13332 B) STATE'S 216872

1. MESSRS. MRKTUMOV AND TISHCHENKO OF SOVIET TRADE REPRESENTATION CALLED ON COMMERCE DEPUTY ASSISTANT SECRETARY REICH SEPTEMBER 15 TO RESPOND TO PAPERS WE HAD PRESENTED TO SOVIETS EARLIER ON MARKETING SEMINAR. MRKTUMOV FOLLOWED CLOSELY POSITION EXPRESSED BY MEL'NIKOV IN SEPT. 12 LUNCHEON IN MOSCOW (REF A), I.E. SOVIET PRESENTATIONS WOULD COVER POINTS RAISED BY U.S., TOPICS FOR U.S. PRESENTATIONS ACCEPTABLE BUT SOVIETS WOULD LIKE TO HAVE EXPORT CONTROL REGULATIONS COVERED IN ADDITION TO LIMITED OFFICIAL USE

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IMPORT REGULATIONS; AND SOVIETS WOULD LIKE TO HAVE SEMINAR SPLIT INTO TWO SESSIONS, WITH ONE IN EARLY DECEMBER IN U.S. COVERING SOVIET MARKET AND ONE IN FIRST HALF OF 1978 IN MOSCOW COVERING U.S. MARKET. DAS REICH AGREED TO THE SPLIT SEMINAR PROPOSAL.

2. WE RAISED QUESTION OF HOLDING SOVIET PRESENTATIONS IN

SOME OTHER CITIES IN ADDITION TO WASHINGTON; MRKTUMOV SEEMED FAVORABLY INCLINED BUT SAID HE WOULD HAVE TO CHECK

WITH MOSCOW. WHEN ASKED ABOUT FLEXIBILITY ON TIMING SHOULD A ROAD TOUR MATERIALIZE, MRKTUMOV SAID HE WOULD CHECK BUT FELT THE CONSTRAINT WOULD PROBABLY BE MORE ON OUR SIDE BECAUSE OF CHRISTMAS HOLIDAYS THAN ON SOVIET SIDE.

3. MRKTUMOV ALSO HAD NO DIFFICULTY WITH ROLE FOR US/USSR TRADE AND ECONOMIC COUNCIL BUT WAS FIRM IN SAYING THAT REGARDLESS OF ROLE IN SPRING SESSION, SPONSORSHIP WOULD HAVE TO BE BY DEPARTMENT OF COMMERCE OR MINISTRY OF FOREIGN TRADE WOULD NOT HANDLE ARRANGEMENTS.

4. WE NOW THINKING OF WASHINGTON, ST. LOUIS (CHICAGO WILL HAVE HEAVY ROUND OF EAST-WEST TRADE EVENTS THIS FALL THAT MIGHT REDUCE ATTENDANCE AT SOVIET SEMINAR), AND SAN FRANCISCO. PRESENTATIONS WOULD LAST ONE AND ONE-HALF DAYS IN EACH PLACE WITH POSSIBLY ADDITIONAL TIME IN WASHINGTON FOR PROTOCOL FUNCTIONS. MRKTUMOV SAID SOVIETS WOULD BE IN POSITION TO PROVIDE TITLES FOR THEIR PRESENTATIONS IN TWO OR THREE WEEKS.

5. DATES FOR SPRING SESSION IN MOSCOW NOT PINNED DOWN BUT CONSENSUS SEEMED TO BE THAT LATE MARCH OR EARLY APRIL LIMITED OFFICIAL USE

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MOST DESIRABLE. WE DO NOT WANT TO SCHEDULE TOO CLOSELY TO MEETING OF JOINT COMMERCIAL COMMISSION IN MOSCOW WHICH COULD MATERIALIZE SOMETIME IN LATE SPRING. MRKTUMOV SAID THAT THE SOVIETS WOULD LIKE THE U.S. PRESENTATIONS ON CASE STUDIES TO COVER PLYWOOD, PARTICLE BOARD, REFINED OIL PRODUCTS, AND AGRICULTURAL TRACTORS. MEL'NIKOV STATEMENT (REF A) THAT AGENDA FOR SPRING SESSION BE QUOTE IDENTICAL TO THAT OF SEMINAR IN US UNQUOTE COULD BE TROUBLESOME IF TAKEN LITERALLY. EMBASSY CLARIFICATION WOULD BE APPRECIATED. WE ARE WILLING TO INCLUDE PRESENTATION ON EXPORT CONTROL REGULATIONS.

6. DAS REICH INFORMED SOVIETS THAT EDWARD H. STROH, DEPUTY DIRECTOR, BUREAU OF EAST-WEST TRADE, WILL CHAIR THE U.S. SIDE. IN RESPONSE, MRKTUMOV STATED DEFINITELY THAT MEL'NIKOV WILL CHAIR SOVIET SIDE. IN ADDITION, THERE WOULD BE 7-8 MEMBERS IN THE SOVIET DELEGATION.

7. WITH RESPECT TO EMBASSY QUESTION IN REF A AS TO LINE SCOTT LIKELY TO TAKE WITH MANZHULO, WE BELIEVE SCOTT LIKELY TO EMPHASIZE IMPORTANCE OF SEMINAR AND OF HAVING

USEFUL PRESENTATIONS ON PART OF SOVIET DELEGATION. HE

ALSO LIKELY TO STRESS GOLDEN OPPORTUNITY SESSION IN MOSCOW PROVIDES TO ORIENT WIDE NUMBER OF SOVIETS ON INTRICACIES OF U.S. MARKET AND ITS OPERATION, A SUBJECT SCOTT FEELS STRONGLY SOVIETS HAVE GIVEN TOO LITTLE ATTENTION. OTHER THAN THAT, SCOTT LIKELY TO REITERATE HIS INTEREST IN HAVING A ROLE FOR THE TEC IN THE SEMINARS.

8. KENDALL'S OFFICE INFORMED US THAT KENDALL WILL BE IN MOSCOW SEPT. 28 TO OCTOBER 3. WE ARE NOT AWARE OF HIS SPECIFIC PLANS WHILE IN MOSCOW.

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9. ACTION REQUESTED: IN ADDITION TO ADVISING MEL'NIKOV OF ABOVE, WOULD APPRECIATE EMBASSY EMPHASIZING IMPORTANCE OF SOVIETS GIVING US EARLY SPECIFIC INFORMATION ON WHETHER THEY WILLING VISIT SEVERAL CITIES, ON NAMES OF DELEGATION, AND ON TITLES OF PRESENTATIONS. THIS DATA NEEDED REASONABLY SOON SO THAT WIDE PUBLICITY CAN BE GIVEN TO THE SEMINARS. AS NOTED IN PARA 4 ABOVE, WE WOULD ALSO APPRECIATE CLARIFICATION OF "IDENTICAL AGENDA" STATEMENT. VANCE

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